

## Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W  
-----099226 081209Z /46

R 080744Z JUL 77

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 4182

UNCLAS TAIPEI 4100

PASS: USDOC OIM/EA

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: CCP 3RD QUARTER REPORT

1. MAJOR CAMPAIGN OBJECTIVES THAT THE CCP SET FOR THIRD QUARTER COMPLETION HAVE ALL BASICALLY BEEN MET, WITH THE MINOR EXCEPTION OF SOME PRODUCT-RELATED NEWS ARTICLES TO BE TRANSLATED INTO CHINESE AND PLACED IN THE LOCAL PRESS. THE POST IS INTENSIFYING ITS SEARCH FOR PACKAGING NEWS ARTICLES SUITABLE FOR THE TAIWAN MARKET'S LEVEL OF SOPHISTICATION. CCAG IS CONFIDENT THAT TOTAL FY '77 PLACEMENT TARGETS WILL BE MET ON SCHEDULE.

2. CAMPAIGN NO.4 -- MACHINE TOOLS -- HAD THE HIGHEST PROMINENCE DURING THE QUARTER, BENEFITING FROM NON-CCP ACTIVITIES OF NOTE. PRIOR TO THE TC'S OFF-SITE MACHINE TOOLS SHOW, POST PROGRAMMED THE WORTHWHILE VISIT TO THE SOUTHERN TAIWAN METALWORKING CENTER OF KAOHSIUNG FOR MEMBERS OF THE MACHINE TOOL TRADE MISSION. ALSO, TO BETTER PROMOTE THIS THEME, POST DECIDED TO DEVOTE MAY/JUNE ISSUE OF THE COMMERCIAL NEWSLETTER TO MACHINE TOOLS INSTEAD OF TO ELECTRONICS AS ORIGINALLY PLANNED. THIS PROMOTION EFFORT WAS HIGHLY SUCCESSFUL, AS THE COMMERCIAL SECTION DEVELOPED 265 REPFIND LEADS FOR THE 12 EXHIBITORS SEEKING REPRESENTATION. AS A RESULT, 13 REPRESENTATIVES WERE APPOINTED AND 13 UNCLASSIFIED

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ADDITIONAL AGREEMENTS ARE EXPECTED TO BE SIGNED WITHIN 12 MONTHS. ALL EXHIBITORS PROJECT SUBSTANTIAL SALES OVER THE NEXT TWELVE MONTHS.

3. MACHINE TOOLS WERE ALSO FEATURED AT THE EMBASSY'S PARTICIPATION WITH A "COMMERCIAL PRESENCE" BOOTH AT THE ROC INDUSTRIAL DEVELOPMENT BUREAU SPONSORED LOW-COST

AUTOMATION SHOW IN TAICHUNG JUNE 24-30. IN SUPPORT OF CAMPAIGN NO.5 -- UPGRADING TECHNOLOGY OF SMALL/MEDIUM INDUSTRIES -- THE COMMERCIAL SECTION AND USIS TAICHUNG WORKED CLOSELY TOGETHER TO PRESENT 11 VIDEO TAPE RECORDINGS FEATURING AMERICAN PRODUCTS TO BOOST LOCAL PRODUCTIVITY. THE EVENT WAS SUCH A SUCCESS THAT THE IDB HAS ASKED THE COMMERCIAL SECTION TO MOUNT A SIMILAR EFFORT IN KAOHSIUNG IN EARLY 1978 (FOR MORE DETAILS SEE SEPTTEL).

4. THE TAICHUNG COMMERCIAL PRESENCE BOOTH, AND A SIMILAR BOOTH AT THE MACH TECH '77 OFF-SITE EXHIBITION GENERATED SEVERAL CCP-CAMPAIGN RELATED TOS, AND CONSIDERABLE INTEREST IN THE SECTION'S TRADE PROMOTION SERVICES.

5. EVENTS PLANNED FOR THE FOURTH QUARTER INCLUDE CLOSE SUPPORT FOR TWO CCP CAMPAIGN RELATED TC SHOWS FEATURING POLLUTION-CONTROL AND PETROCHEMICAL EQUIPMENT. ALSO, POST SUPPORT FOR THE TOKYO TC SPONSORED ELECTRONICS EXHIBITION, REQUESTED IN STATE A-2540, WILL DOVETAIL WITH OBJECTIVES SET FORTH IN OUR OWN FY '77 AND FY '78 ELECTRONICS CAMPAIGNS.

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